



TACOMA VENUES AND EVENTS

Adam Cook, Director

Tammi Bryant, Assistant Director – Marketing, Sales, Booking

Lynn Carlotto, General Manager – ASM Global @ Tacoma City Theaters



AGENDA



Who We Are



Tacoma Dome



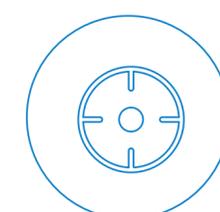
**Greater Tacoma
Convention Center**



**Cheney Stadium &
Special Events**



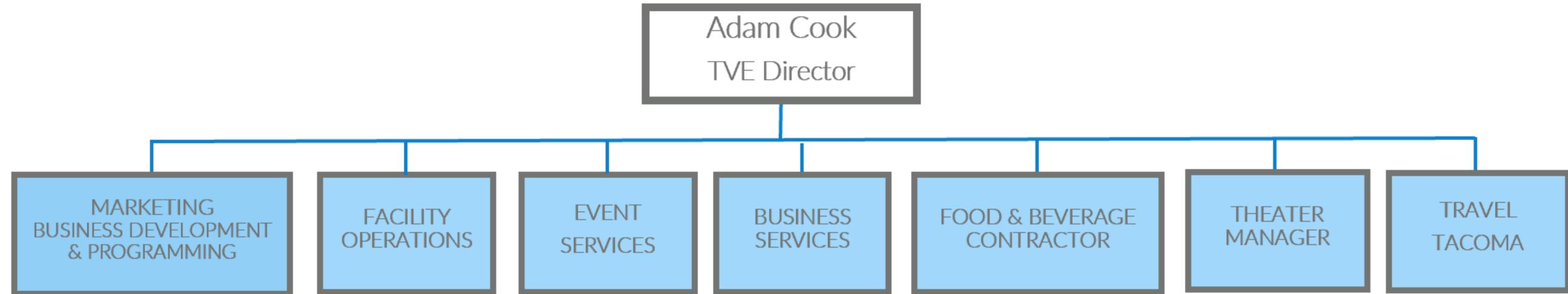
**Tacoma City
Theaters**



Plans for the Future



Organizational Structure



Tacoma Dome
Greater Tacoma Convention Center
Cheney Stadium
Tacoma City Theaters
City of Tacoma Special Events



Mission Statement

Better Together: enriching lives in welcoming spaces.



Values

Safety First
Create and Innovate
One Crew Built on Trust

Legendary Experiences
Inclusion Matters



Tacoma Dome

- Pandemic Impact & Recovery
- Financial Update
- Capital Improvements
- Community Engagement
- Programming





Greater Tacoma Convention Center

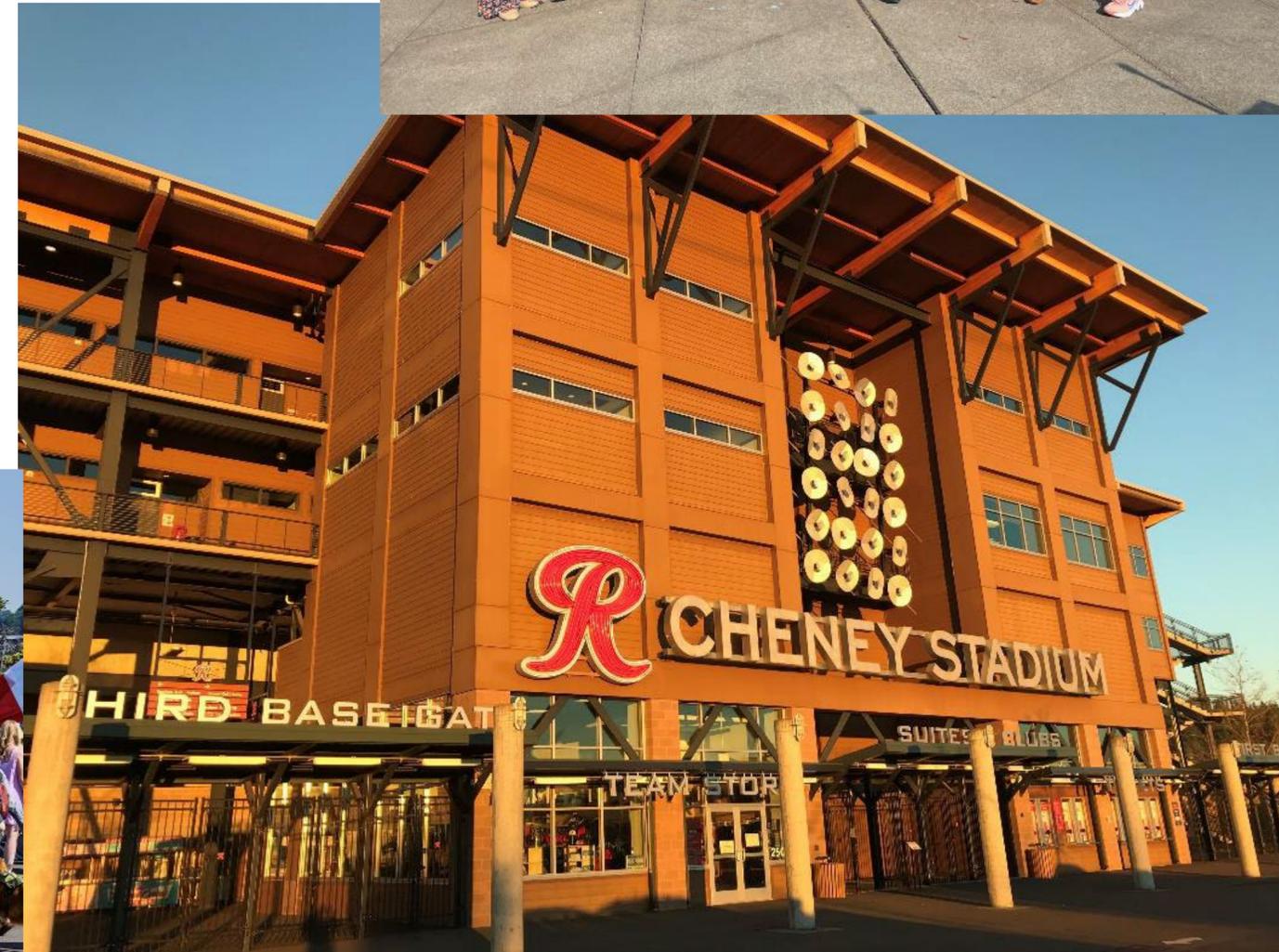
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Cheney Stadium & Special Events

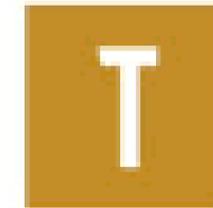
- Pandemic Impact & Recovery
- Financial Update
- Capital Improvements
- Community Engagement
- Programming





Tacoma City Theaters

- Pandemic Impact & Recovery
- Financial Update
- Capital Improvements
- Community Engagement
- Programming
- Resident Arts Organizations



TACOMA CITY THEATERS
THREE STAGES • ONE DISTRICT



Tacoma City Theaters Pandemic Impact & Recovery

- Pandemic Impact
- Management Transition
- Rebuilding Infrastructure & Staff
- RAO Support

“Any time a new manager arrives on the scene, there are changes in the organization. Since the installation of ASM as manager of the Tacoma City Theatres those changes are kicking us into high gear...

We’re providing top notch service for our RAOs with fewer distractions... I believe we’re providing a more welcoming and supportive space than we ever have...

Personally, I have never felt more valued by management than I do right now... There’s still work to be done, but with ASM driving the bus, we’re gonna get there.”

Warren Crain – IATSE Local 15 & Pantages Stage Ops Supervisor





Tacoma City Theaters Financial Update

- Change in Financial Operating Model
- Support for Resident Arts Organizations
- Upfront Costs to Reopen
- Change in Non-Profit Status



TACOMA CITY THEATERS
THREE STAGES - ONE DISTRICT

**WE ARE
HIRING**

JOIN OUR TEAM





Tacoma City Theaters Capital Improvements

- Rebuilding Theater Infrastructure
- Focus on Bypassed Repair & Maintenance
- Facility Condition Assessment
- Funding Mechanisms





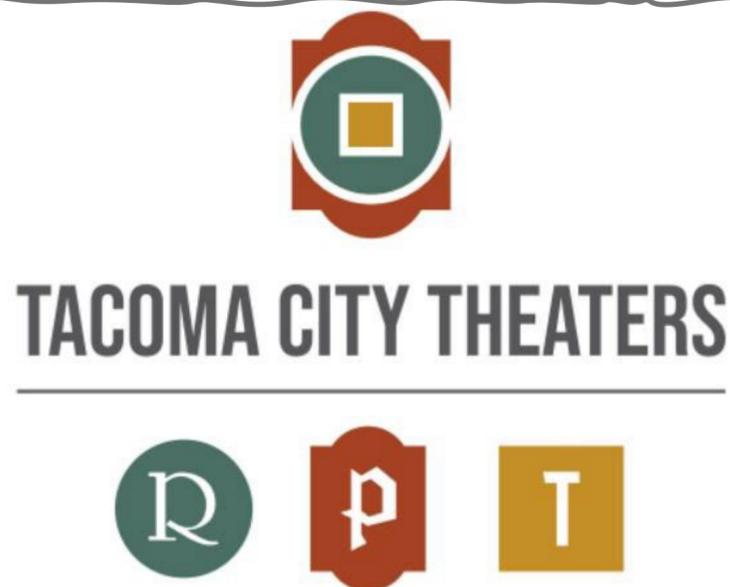
Tacoma City Theaters Community Engagement

- Theater Rebranding
- Education Events
- Cultural Events

In our time with ASM, they have shown us their collaborative spirit and their ability to work well with others. We are very pleased with the service that we have received and are so happy to have our youth performing in the Tacoma City Theaters again...

We truly appreciate their professionalism and the level of care that they have not only shown to our staff, but to our families and students as well... We are grateful for their stewardship of the Tacoma City Theaters.

Dr. Anna Jensen— Executive Director Tacoma Youth Symphony Association





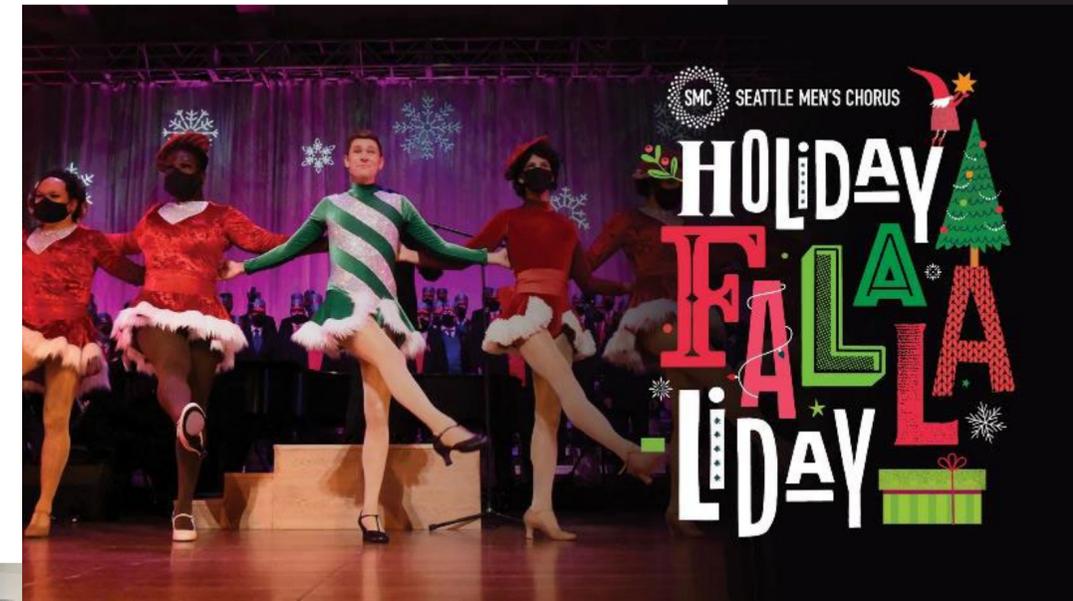
Tacoma City Theaters Community Engagement



- Community Support & Inclusivity

“The Team at ASM Global and Tacoma City Theaters pulled out all the stops for our Annual Tacoma Pride Awards & Flag Raising.... Grateful that they made the event easy and fun. So proud to host this annual event in our Tacoma City Theaters.”

Ryan Mello - Pierce County Council Chair

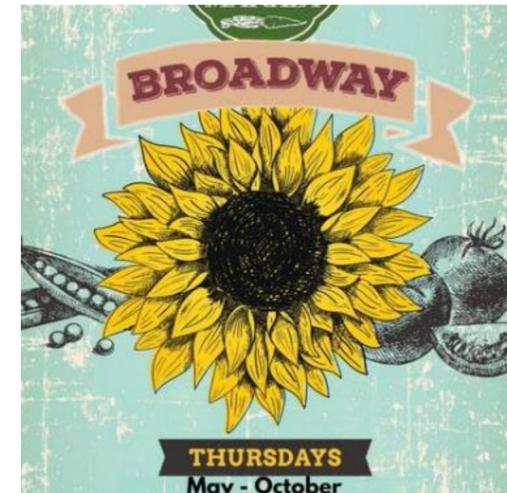


JULY 07
LGBTQ+ PRIDE AWARDS
4:30 - 6:30PM | PANTAGES THEATER
TACOMAPRIDE.ORG



Tacoma City Theaters Community Engagement

- Community Gatherings



FREE!

TACOMA LIGHT TRAIL
Light Art Downtown
Dec. 31, 2022 - Jan. 19, 2023 * 5 - 9 p.m.

- * Light Art & Sound Trail
- * Live Outdoor Entertainment
- * NYE Light Parade
- * Indoor Lumens Concerts

TacomaLightTrail.org

Chabad of Pierce County invites you to

Chanukah AT PANTAGES

YEAR OF HAKHEL (GATHERING)

Tuesday
DEC. 20
5:00 PM

901 Broadway
Tacoma

- > GRAND MENORAH LIGHTING
- > LIVE MUSIC
- > LATKES, DONUTS & MORE

FEATURING:
LED LIGHT SHOW BY GARRETT DRAGONBOURNE!

For more information visit:
JEWISHPIERCECOUNTY.COM

A PROJECT OF Chabad IN PARTNERSHIP WITH TEMPLE LIGHT TRUSTEES





Tacoma City Theaters Programming

- Competitive Marketplace & Rebuilding Partnerships

“Working with Lynn and the ASM Team in Tacoma has been a great experience. We hadn’t been in the room in a long time and they helped all aspects of our shows in making them a success from the early planning stages to when the artist left the building. We are now trying to include Tacoma in as many of routings as possible and look forward to more successful shows.”

Andrew Levitt – Vice President Live Nation Comedy Touring





Tacoma City Theaters Programming

- Diversifying Content
- Increased 3rd Party Events
- Building Growth





Tacoma City Theaters Resident Arts Organizations

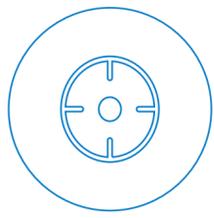
- Staff & Financial Support
- Ongoing Communication
- Policy Updates
- Volunteer Program

“We are so pleased that the City of Tacoma... selected ASM Global to manage our City Theaters... ASM Global has brought a true and most excellent theatrical industry standard of management to our City Theaters. The entire ASM Team is extremely supportive and dependable...”

Because ASM Global has carefully chosen and fashioned highly competent personnel, who are committed to excellent customer service, Tacoma City Ballet can now welcome our annual thousands of community members into our Tacoma City Theaters with overwhelming confidence that we will be able to deliver excellent performances.”

Erin Ceragioli – Executive/Artistic Director Tacoma City Ballet





Plans for the Future

- Events and Attendance
- Financial Stability
- Capital Planning
- Policy Standardization
- Community Engagement
- Staff & Industry Diversity



**GREATER TACOMA
CONVENTION CENTER**





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